



CC: ALL SALES PERSONNEL

G.N. KURUC, JR.
Chain Accounts Manager

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February 19, 1991

To: G. B. Brown
J. H. Casey
J. A. Miller
L. S. Justo
R. J. O'Rourke

D.M. *[Signature]* 12/22/91

T&D *[Signature]* 12/24/91

S.R.M. *[Signature]* 1/1/92

S.A.M. *[Signature]* 1/3/92

Subject: Wakefern Food Merchandising Presentation

Gentlemen:

I was recently asked by Wakefern's Merchandising Department to develop a cigarette merchandising presentation that includes recommendations for any store type, self-service, or non self-service.

I have attached a copy of that presentation. Please note that recommendations are for four (4) basic store sets:

- Self-service cartons (endcap)/self-service packs
- Self-service cartons (wall/window)/self-service packs
- Non self-service cartons/self-service packs
- Non self-service cartons and packs

Also included are the total industry monies (approximations) that these setups can yield on an annualized basis.

This material may be useful to you and your people when formulating, and making presentations to your customers.

Regards,

[Signature]

G. N. Kuruc, Jr.

GNK/fr

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cc: M. A. Young
J. T. Jones

"We work for smokers."

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